ROSSDALE

AREA REDEVELOPMENT PLAN

• APPROVED JUNE 10 , 1986 •

Implementation Report

(Revised)

THE CITY OF Edmonton PLANNING AND BUILDING

ROSSDALE AREA REDEVELOPMENT PLAN IMPLEMENTATION REPORT

SECTION 1 - INTRODUCTION

In order to achieve the type of community outlined in the Rossdale Area Redevelopment Plan and the background documents "Low Density Infill Housing Design Guidelines for the Rossdale Area Redevelopment Plan" and "An Urban Design Strategy for Rossdale", the implementation of the Area Redevelopment Plan must be undertaken in a manner which will see some capital improvements installed quickly and a strategy formulated to provide for other improvements in the future. It is also necessary that the marketing of land and promotion of development in the area be approached in an aggressive manner which will recognize and create the desired community image.

This report outlines the implementation strategy necessary to implement the Rossdale Area Redevelopment Plan. A three year schedule and budget are presented, with an explanation of the ongoing process and a description of the actions necessary to complete each capital project. Through the implementation strategy, the aggressive approach needed to achieve "the image" is described.

The Implementation Report is a companion document to the Rossdale Area Redevelopment Plan Bylaw 8139 and is being presented to City Council for approval of the implementation strategy and program and the financing strategy in conjunction with final approval of the Bylaw 8139.

SECTION 2 - IMPLEMENTATION STRATEGY

To implement the Rossdale ARP, it is important that the Real Estate and Supply Services Department develop and implement an aggressive marketing strategy which recognizes the desired community image and the need to dispose of land and encourage rehabilitation and redevelopment as expeditiously as possible.

In order to aggressively market these lands and create the desired community image, the Parks and Recreation, Water and Sanitation, Planning and Building and Transportation Departments must undertake capital improvements as directed by Council in their approval of the improvements and schedule as outlined in this document.

As well, the implementation of those works which require an interdepartmental, urban design approach - namely the streetscape improvements, neighbourhood identification signage, viewpoints and promoting the development of the brewery site must be coordinated.

In order to undertake the activities described above, the City Administration, under the direction of the City Manager, will appoint a project manager with support on an as-needed basis from representatives of the Planning and Building, Real Estate and Supply Services, Parks and Recreation, Water and Sanitation and Transportation Departments. The project manager's sole task will be to implement the Rossdale (and Cloverdale) Area Redevelopment Plan(s) by coordinating and directing Civic departments, consultants, the River Valley Steering Committee and resident participation. The project manager must be an individual who is sensitive to the "image" of the community with experience in marketing unique concepts and land, and in planning and developing capital improvements. It will also be the role of the project manager to keep the City Manager apprised of the progress of the project. To this end, the River Valley Steering Committee and the Rossdale Community League must continue to provide advice and support to the project manager.

This approach requires that City Council:

1. Direct the Real Estate and Supply Services, Transportation, Parks and Recreation, Planning and Building and Water and Sanitation Departments to incorporate those projects and corresponding expenditures into their annual capital and operating budgets as indicated in Table 1 to this Implementation Report, and

2. Approve a capital budget and a three year schedule along with the final approval of the Area Redevelopment Plan.

This will enable a coordinated implementation program to be undertaken. The project budget will be reviewed annually over the duration of the implementation program.

Council must also request the River Valley Steering Committee and the Rossdale Community League to continue to act in an advisory capacity in developing the community image.

SECTION 3 - CAPITAL IMPROVEMENT PROJECTS

Through the development of the community image and hence the Area Redevelopment Plan and accompanying documents, it became apparent that certain areas of Rossdale required improvements to public places in the form of landscaping, street furniture and the like in order for the total concept of a redeveloped river valley community to be ultimately realized. It also became apparent that it was not necessary that the City expend all of the capital involved in making these improvements at the outset of the implementation program. Rather, the majority of these improvements could be made at the time redevelopment occurred and could be funded at that time through the developer, funds derived from the land sales or a combination of these efforts.

This Section 3 describes those capital improvement projects recommended in the Rossdale Area Redevelopment Plan, those capital projects which are necessary for the revitalization of the neighbourhood and for the marketing of City-owned land. The projects derive from the policies contained in "Section 3 - Plan Concept and Policies" of the Area Redevelopment Plan, and follow the same order as in the Plan.

Table 1, attached at the end of this report, shows the three year budget and schedule for capital projects recommended for Rossdale. The City Department responsible for undertaking or coordinating the project is also identified in this Table.

3.1 Transportation

1. Rossdale Road Improvements (Transportation Policy 2)

   The Transportation Department will complete their study involving partial road closures in North Rossdale as exhibited on their Facility Plan drawings 3061-001 and 3061-003. The purpose of the study is to improve safety and access in the area. Subject to road closure bylaws being approved, they have tentatively scheduled these changes to be done in 1988. The estimated cost is $350,000. If the sale of the RA9* parcel in North Rossdale, precedes the Transportation Departments schedule, the Project Manager must review the priority for removal with the Transportation Department.

2. New Signalization on 96 Avenue (Transportation Policy 4)

The Transportation Department has indicated that they have scheduled the installation of a full signal at 96 Avenue and Rossdale Road in 1988. If, due to parking policies related to John Ducey Park or other factors, it appears this signal is required sooner, the Project Manager will request the Transportation Department to review this priority with an aim to an earlier installation date.

Installation of pedestrian or full signals on 96 Avenue at 104 and 105 Streets will be reviewed by the Transportation Department at the request of the Project Manager as development in the area occurs.

The estimated cost of signalization at 96 Avenue and Rossdale Road is $40,000.

3. Downtown Pedestrian Access (Transportation Policy 7)

To improve pedestrian access to the downtown, two additional sets of stairs have been identified (Map 6 of the ARP). Construction of these stairs has been scheduled for 1987 at an estimated cost of $17,000.

4. Parking Control Measures for John Ducey Park (Transportation Policy 8)

If a request by 51 percent of residents on each block face within South Rossdale to implement a parking management program is received, parking will be restricted to residents with parking stickers on the east side of neighbourhood streets and the south side of avenues. The other side will be available for general on-street parking. Stickers will be issued to residents. The program will be operated by the Transportation Department.

If residents so request, this program could be introduced in 1986 at an estimated cost of $5,000.

3.2 Public Area Improvements

1. Streetscape Upgrading of 101 and 102 Streets, 96 Avenue and Rossdale Road (Public Area Improvements Policy 1)

The improvements on 102 Street include the construction of a pedestrian route from 96 to 97 Avenue along the undeveloped 102 Street right of way. As well, landscaping of the berm along the west side of 101 Street south of 96 Avenue is needed. Tree planting on Rossdale Road must be done so as not to conflict with bikeway development. Provision is also made for streetscape improvements to 96 Avenue in 1989. Implementation of other streetscape improvements on 96 Avenue and 101 and 102 Streets are discussed in Section 4.10.

The recommended schedule and estimated costs are:

1987

sidewalk paving, sodding, trees, decorative lamps, benches, waste receptacles on the 102 Street right-of-way between 96 and 97 Avenues	$ 85,000

tree planting and fencing on the 101 Street berm

$ 65,000

tree planting on the east side of Rossdale Road from 97 Avenue to Walterdale Bridge

$ 66,000

1989

tree planting and streetscapes on 96 Avenue from 101 Street to Rossdale Road.

$ 150,000

2. Street and Sidewalk Repairs (Public Area Improvements Policy 2)

Certain streets and sidewalks are in need of repair or replacement within Rossdale. The recommended schedule and the estimated costs are as follows:

1987

- 96 Avenue (101 Street to Rossdale Road) Reconstruct road and walk to a collector status

$ 200,900

- 96 Avenue (100 Street to 101 Street) Reconstruct road and walk to a collector status

$ 86,200

- 96 Avenue (Rossdale Road to 106 Street) North side concrete walk, new curb and gutter

$ 61,600

Sub-total $ 348,700

1988

- 100 Street (96 to 97 Avenue) West side remove and replace curb

$ 9,300

- 100 Street (95 to 96 Avenue) Residential street paving, west side remove and replace curb and gutter, east side remove and replace mono walk

$ 80,800

- 95 Avenue (100 to 101 Street) Residential street paving and minor curb repair

$ 36,800

Sub-Total $ 126,900

1989

- 100A Street (95 to 96 Avenue) Residential street paving and minor curb repair		$ 29,700
- 100A Street (94 to 95 Avenue) Residential street paving and minor curb repair		$ 32,000
- 94 Avenue (100A to 101 Street) New residential street paving, new curb and gutter, new 1.5 m concrete walk both side		$ 44,000
- 101 Street (94 - 96 Avenue) Reconstruct road and minor curb repair		$ 148,500
	Sub-total	$ 254,200
Total repairs 1987, 1988, 1989		$ 729,800

The Transportation Department will undertake these improvements through the Local Improvement Program according to this schedule. The schedule may be modified based on the location and timing of any possible sewer construction or reconstruction. The City portion of the overall cost of $729,800 is estimated to be $443,300, with the balance generated by local improvement assessments.

3. Signage (Public Area Improvements Policy 4)

The Project Manager will arrange for the design and installation of neighbourhood identification signage at the entrances to Rossdale on Rossdale Road near the north end of the Walterdale Bridge, at the west end of the James MacDonald Bridge and on 97 Avenue near the underpass of the Legislature. The signs on 97 Avenue will resemble standard neighbourhood signage with minor landscaping. The signage on Rossdale Road near the Walterdale Bridge will serve to denote the entranceway to Rossdale and the Downtown. The recommended schedule and estimated costs are:

1987	$ 60,000

4. Water, Sanitary Sewer and Drainage Upgrading (Public Area Improvements Policy 5)

Prior to undertaking sewer improvements in Rossdale, the Water and Sanitation Department will inspect the existing sewers by television camera to determine their condition. The inspection program is estimated to cost $60,000 and is recommended to be done in 1987. The Department will also undertake a Roof Leader Disconnection Program in the neighbourhood as a preventative measure, to help alleviate storm water run-off problems. This program is estimated to cost $234,000 and is to be done in 1987 and 1988.

If as a result of inspections the Water and Sanitation Department determines improvements are needed, there are two basic options for improving the sewer system: either the repair of the existing system; or the repair of the existing system and its conversion to a sanitary system, and the construction of a storm sewer system. Until the inspections are carried out, costs are not available.

Currently the Rossdale sewer improvements to be funded under the Combined Sewer Relief Program are scheduled to take place in the year 1994. In order to undertake these works within the timeframe of the Rossdale ARP implementation program, City Council would have to approve a change in priority ranking of communities scheduled for works under the Program, moving Rossdale's improvements ahead from the year 1994 to 1987. Furthermore, if Council decided to recommend the conversion of the combined system to a separated system, the extra cost of this conversion would not be covered by the Program. It could be covered by a special area benefit assessment levied against properties in the Rossdale area.

Following the sewer inspection program, the Water and Sanitation Department will make a recommendation to Council as to the preferred option, scheduling and funding. As a result of this timing, the only costs included in the budget (Table 1) are those incurred by the inspection and roof leader disconnection programs.

Additional improvements required due to increased density in the plan total $1.591 million for sanitary sewer extension and storm sewer construction. If a separated system is not chosen, costs would be about $1 million.

3.3 Parks and Recreation Improvements

1. Capital City Recreation Park Trail Extension (Parks and Recreation Improvement Policies 1 & 2)

Improvements to the CCRP include:

- the extension of the trail system from 97 Avenue to 94 Avenue
- the inclusion of viewpoints at or near 96 Avenue and 95 Avenue.
- the extension of a Class 1 bike path along 96 Avenue from 100 Street to Rossdale Road and along the east side of Rossdale Road to the Walterdale Bridge.

The estimated costs for these improvements and recommended schedule are as follows:

1987	
trail development	$ 300,000
1988	
viewpoint development	$ 100,000

This cost is the responsibility of the Parks and Recreation Department in the budget summary. However, the City will approach the Provincial Government, upon approval of the Plan, to cost share these improvements as a direct provincial contribution to the revitalization of Rossdale and the completion and extension of the Capital City Recreation Park in this area.

2. Capital City Recreation Park Improvements in the Rossdale Brewery Area (Parks and Recreation Park Improvement Policy 3)

The Parks and Recreation Department will install temporary washroom facilities in the park at the Rossdale Brewery pending further comprehensive development in the area.

This is scheduled for 1987 at a cost of $75,000.

3. 97 Avenue Esplanade (Parks and Recreation Policy 5)

The Project Manager will ensure that the Provincial Government is approached to solicit their financial support for improving the streetscapes of 97 Avenue as an "esplanade". The estimated cost of these improvements including a separated bikeway and pedestrian walk, trees, new lighting, and street furniture is $1.3 million. In the event that this financial support is delayed, tree planting along the south side of 97 Avenue from 101 to 106 Street is scheduled for 1987 at a cost of $75,000.

SECTION 4 - ADDITIONAL IMPLEMENTATION ACTIONS

This section describes those specific implementation actions recommended in the Rossdale Area Redevelopment Plan which do not require capital funding. These actions derive from the policies contained in "Section 3 - Plan Concept and Policies" of the Plan and follow in the same order as the Plan.

4.1 South Rossdale

1. Existing and New Low Density Residential (Policies 2 & 3)

Through the Development Regulations of the RF3* district, Section 820K.4 of the Land Use Bylaw, the Planning and Building Department has provided housing design guidelines in accordance with these policies.

2. Housing Rehabilitation Programs (Policy 4)

The Planning and Building Department will investigate and ask Council to apply, on an ongoing basis, for provincial and federal programs dealing with the rehabilitation of Rossdale housing stock.

4.2 West Rossdale Land Use Policies

1. Provincial Government Precinct (Policy 5)

The Project Manager will ensure that Alberta Supply and Services and other appropriate Provincial Government officials are approached immediately to include this policy in their review of land use at the Legislature and to promote development as soon as possible.

4.3 North Rossdale Land Use Policies

1. Redevelopment of the Brewery Building and Surrounding Area (Policies 3 and 4)

The Project Manager will act as coordinator between the Real Estate and Supply Services, Parks and Recreation and Planning and Building Departments

and private owners in the area to develop the designated DC1 commercial/recreational/residential area.

2. Ortona Site (Policies 6 and 7)

In considering a marketing strategy and the subsequent sale of the Ortona site, the Project Manager will ensure that the 1983 feasibility study for the rehabilitation of the existing buildings is considered in any decisions regarding the future of those buildings.

4.4 Transportation Policies

1. Road Closure and/or Realignment in North Rossdale (Policy 3)

As marketing strategies evolve and land sales occur, the Project Manager will ensure that the need for road closures and realignment are considered and take appropriate action according to City policy and procedures.

2. New Entrance to Fire Facilities (Policy 6)

The Project Manager will work with Materials & Testing of the Transportation Department, Water and Sanitation Department, Fire Department and Edmonton Power to determine the ability of the internal road within the Public Utilities area to carry fire trucks and determine the details of the most appropriate route for an internal roadway extension to the Fire Department yards to take.

3. Parking in North Rossdale (Policy 10)

If a request is received by at least 51% of residents on each block face, the Transportation Department will institute a parking management program. Such a program may be phased considering existing and future development.

4.5 Public Area Improvements Policies

1. Upgrading of Lanes and Street Lighting (Policy 3)

This will be undertaken through the Transportation Department, if requested by residents, as part of the Local Improvements Program.

4.6 Parks and Recreation Improvement Policy

1. Capital City Recreation Park Improvements in the Old Brewery Area (Policy 2)

The approach to consider improvements in this area is outlined in Section 4.3.1 of this report.

2. Existing Children's Playground

Improvements to the playground may be initiated through the Neighbourhood Park Development Program.

4.7 Land Disposal Policies

1. Property Disposal Program (Policy 1)

In disposing of City-owned property in the low-density areas of Rossdale, the City will give priority to tenants and property owners as outlined in Policy 1. The Real Estate and Supply Services Department will prepare a detailed disposal procedure for Council approval.

2. Disposal Strategy in Mixed Use, Medium and High Density Residential and Direct Control Areas (Policy 2 and 3)

The Project Manager and Real Estate and Supply Services will develop a marketing strategy to dispose of these lands in a manner to create the desired community image. This may involve calling for development proposals on specified City properties and attaching building and design conditions to the sale.

3. Phasing of Land Disposal (Policy 4)

The release of city-owned land will be controlled to allow an absorption rate onto the market which does not adversely affect local real estate values.

4.8 Land Acquisition and Development Policies

1. Demonstration Projects (Policy 1)

The City will encourage privately sponsored housing demonstration projects through specified incentives, such as providing land at specified prices, reserving sites and recommending realty tax concessions. This will be reviewed as part of the development of an overall marketing strategy.

2. Capital City Recreation Park (Policy 2)

The City will continue to acquire land within the CCRP.

3. Consolidation/Assembly (Policy 3)

The Project Manager and Real Estate and Supply Services Department, as part of the overall disposal strategy, will discuss strategies to stimulate development with private land owners within mixed use, direct control and medium and high density residential areas.

4.9 Fiscal Policies

1. Funding of Capital Improvements (Policies 1 and 2)

The Finance Department will ensure that the necessary transactions and accounting procedures to implement these policies are established.

4.10 Additional Capital Improvements

In order to truly create a River Valley parklike community and mitigate against such impacts as arterial routes dividing areas, streetscape improvements beyond those indicated in Section 3 are needed.

For example, residences will front onto streets like 104 and 105 Street and Rossdale Road; 96 Avenue in West Rossdale and 100 Street in North Rossdale are to be commercial mixed use streets; and, 97 Avenue forms an entranceway to the Legislature. If these ends are to be achieved, the streets must be made more attractive through streetscape improvements.

During the development of the marketing strategy and land sales means of incorporating these improvements in development costs are to be reviewed and incorporated. Through the actions outlined in Section 3 of this report, the City will make some of these improvements. One approach which could be taken to encourage private investment in improving streetscapes would be to establish standards of improvements (i.e., how many trees, benches and waste receptacles per block) and make the provision of these improvements a condition of land sales.

4.11 Consulting Fees

The consulting fees for detailed design and working drawings for the 102 Street (96-97 Avenue) pedestrian walk, 101 Street (94-96 Avenue) streetscape improvements, neighbourhood signage, and viewpoint plazas are calculated on the basis of 7% of the capital budget for those works. The estimated fees are $35,000. An additional $30,000 contingency has been added to consulting for such items as design work in North Rossdale related to road closures, development liaison, review/provision of development and architectural controls and pursuing grants.

TABLE 1
ROSSDALE AREA REDEVELOPMENT PLAN
THREE YEAR IMPLEMENTATION BUDGET

Improvement	1987	1988	1989	Total Budget	Responsible Department
1. Rossdale Road Improvements		350		350	Transportation
2. Traffic Signals		40		40	Transportation
3. Downtown Pedestrian Access	17			17	Transportation
4. Parking Management in South Rossdale ($5,000)*					Planning & Building
5. Streetscape Improvements				85	
- 102 Street/96 to 97 Avenue	85				
- pedestrian walk, lighting, trees, benches, waste receptacles				65	Planning & Building
- 101 Street berm	65				
- tree planting and fence				66	Planning & Building
- Rossdale Road Streetscapes	66		150	150	Planning & Building
- 96 Avenue				75	Planning & Building
- streetscapes	75				
- 97 Avenue Streetscapes				444	Transportation
6. Roadway and Sidewalk Repairs**	242	37	165	60	Planning & Building
7. Downtown and Neighbourhood Identification Signage	60				Water & Sanitation
8. Sewer Improvements				60	
- inspection	60			234	
- roof leader disconnections	34	200			
9. Capital City Recreation Park Improvements				300	Parks & Recreation
- trail development	300			100	Parks & Recreation
- viewpoint development		100		75	Parks & Recreation
- temporary washrooms ***	75			65	Planning & Building
10. Consulting Fees	40	25			
	1,119	752	315	2,186	

* Paid for in 1986 through the Transportation Department budget
** Cost shared through the Local Improvements Program
*** To be installed only if facilities not available through development of Brewery area by 1987.